

The Sales Page Assessment Process

If your sales page isn't doing these things, it's just a page. You may get sales from readers who already know you, but unless it's an affordable and easily understood impulse buy, a lot of your cold traffic is going to leak out of your funnel immediately.



The heading

- Does your heading grab the reader's attention?

The sub-heading

- Does the sub-heading extend and clarify the information shared by the heading?

The images

- Do the images show the product or illustrate the result or the benefits your product offers or are they just decoration?

The captions

- Have you written captions that further tease the opportunity your product is presenting?

The window display

- Think of the four elements above as like the main window of a shop. All combined, do these elements do the best possible job of driving the reader to read the first sentence?

The first sentence

- Does the first sentence intrigue the reader enough to make them read the second sentence?

The first paragraphs

- Leading on from the first sentence, do the first few paragraphs lead the reader on to reading each subsequent sentence?

The copy

- Does it clearly explain what your product is and what it does?
- Does it clearly explain who it is for?
- Does it explain why you are the person who can help them?
- Does it explain why your product offers the solution they need right now?
- Does it raise all the obvious objections you can anticipate readers having and successfully address them?
- Is it plausible and persuasive?
- When you read it aloud, does it flow naturally, without difficult words or awkward phrases?
- Can you say the same thing with fewer or simpler words?

The Call to Action (CTA)

- Is there a single, clear and easy to understand Call to Action for the reader to follow?